



WIC...You've Come a Long Way, Baby

Historical Perspectives on the WIC Program

2019 Kansas WIC Conference
Groovin' with WIC for 45 Years
April 30-May 1, 2019

Speakers

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Vice President, Nutrition and Health Partnerships
National Dairy Council

Robyn Stuewe, MA, RDN, LD, CHES
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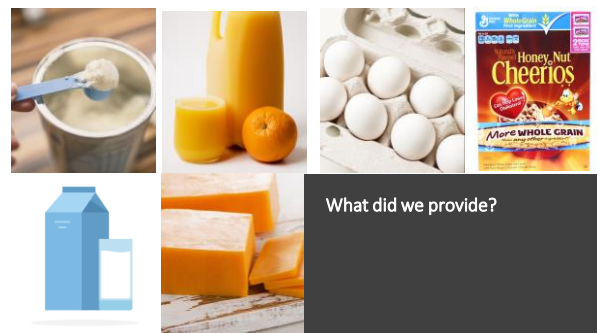
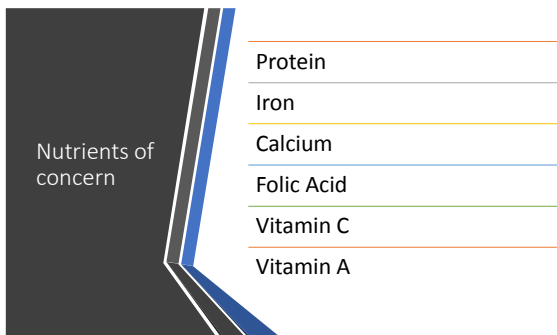
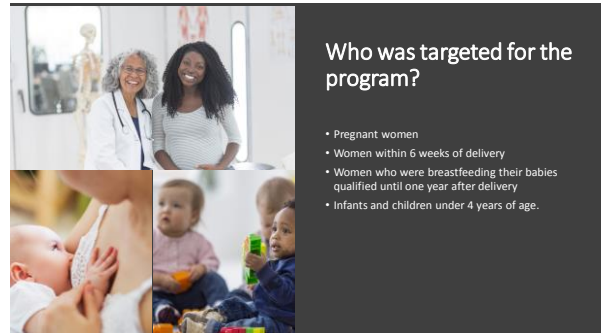
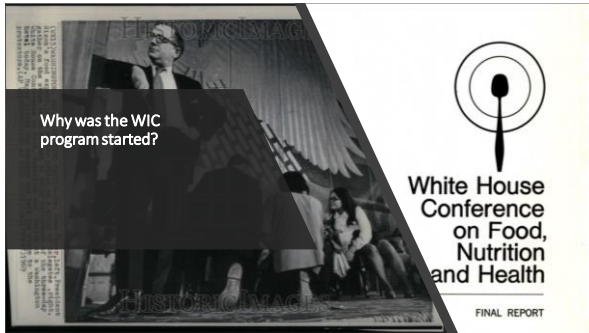
Disclosures

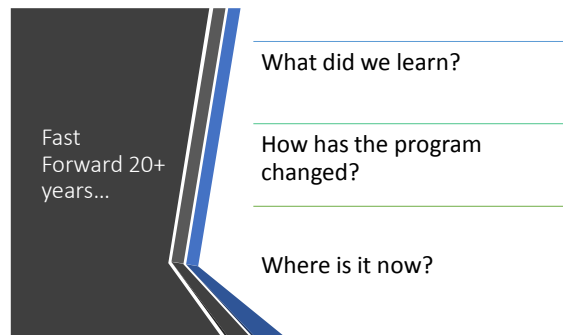
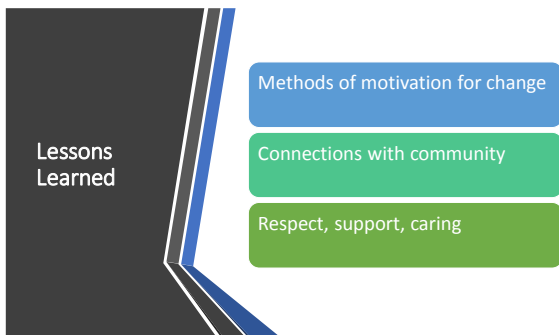
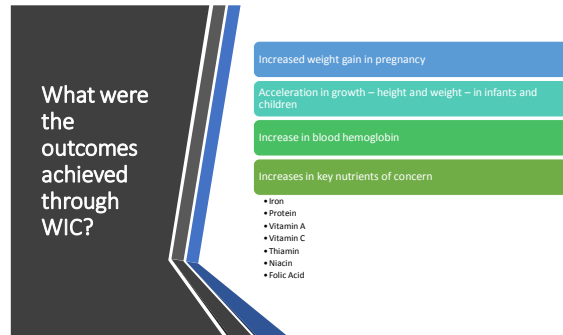
- Tab Forgac
Employee of National Dairy Council
- Robyn Stuewe
Employee of Midwest Dairy

Objectives

Participants will be able to:

- Incorporate the history of WIC in their commitment to the positions they hold in WIC
- Embrace the importance of the roles they play in helping to achieve health outcomes for women, infants and children
- Apply strategies to engage the participants to comply with the interventions of the WIC program





Pregnant Women

- Milk
- Breakfast Cereal
- Juice concentrate
- Eggs
- Canned Beans
- Peanut Butter
- Whole Grains (bread brown rice, pasta, tortillas)
- Fresh Fruits and/or Vegetables



Breastfeeding Moms

- Milk
- Cheese
- Breakfast Cereal
- Juice Concentrate
- Eggs
- Canned Beans
- Peanut Butter
- Canned Salmon or Tuna
- Whole Grains (bread brown rice, pasta, tortillas)
- Fresh Fruits and/or Vegetables



Postpartum Women

- Milk
- Breakfast Cereal
- Juice Concentrate
- Eggs
- Canned Beans or Peanut Butter
- Whole Grains (bread brown rice, pasta, tortillas)
- Fresh Fruits and/or Vegetables



Infants

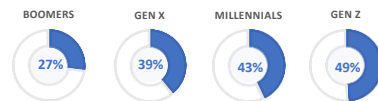
- 0-5 months
 - Breastmilk from mom
 - Formula
- 6-12 months
 - Infant Cereal
 - Baby Fruits & Vegetables
 - Baby Meats





Nationally Growing Diverse Population

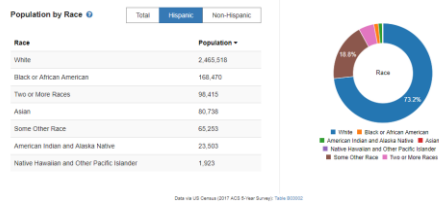
PERCENT OF **NON-WHITE** POPULATION BY GENERATION



89% of U.S. population growth will come from multicultural and half of that growth (53%) will come from Hispanic Americans.

Source: US Bureau of Census, census.gov

Kansas Diversity



Hyper-Connected

Continuously improving technologies and online platforms allow consumers to access greater amounts of information instantly from any location.



Connecting with Participants